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1919 McCONNELL'S 1919 PLANT CATALOGUE



“GRAND PRIZE”

H. L. McCONNELL & SON

Small Fruit Plant Specialists

PORT BURWELL - ONTARIO

TO OUR PATRONS--Read Carefully



The following terms and instructions should be read carefully before making out your order.

We cannot afford to accept orders amounting to less than \$1.00. **Our general terms** are cash with order or before shipment except with public institutions. On orders of \$10.00 or over we will accept one-third cash with order, balance C. O. D.

It is advisable to have your plants shipped as early as possible. We begin digging and shipping plants in the spring just as soon as weather conditions will permit, which is usually about April 10th and continue till the 1st of June.

If you wish to increase or make any change in your order after it has been booked, don't fail to refer to the order number.

Our plants are accurately counted and tied in bunches of 25 plants each and each bunch bears a label giving the name of the variety. All claims for mistakes or adjustments must be made immediately upon receipt of plants, advising us the number of plants of each variety you have received also the number of crates or packages containing plants. This will enable us to investigate the claim properly. Also give number of counter, which is enclosed in each bunch. We cannot be held responsible for stock that is allowed to lie around your post office, or Express Office, for purchasers neglect to care for stock on receipt, or misfortunes caused by drought, floods, frost, insects, etc. These things are entirely beyond our control.

HOW TO ORDER—Kindly use order sheet which you will find in this catalogue carefully filling out name, post office, express office (if sent by express,) shipping instructions, etc.

HOW TO SEND MONEY—Remit by money order, registered letter, post-office order or bank draft. Postage stamps will be accepted for small orders. If you send a personal cheque add 15 cents for exchange.

SHIPPING—We deliver goods to forwarders here without charge, after which our control ceases. Berry plants should always be shipped by express, or small lots by parcel post, transportation charges to be paid by the purchaser. We forward by Dominion express from Port Burwell and Canadian or American express from Aylmer.

MAILING—If you desire plants sent by parcel post, look up "Parcel Post Rates," and "Estimated Weight of Plants" on page 24.

PACKING—All plants, etc., are packed in light crates, baskets, boxes, free of charge in damp sphagnum moss. This moss is very light for shipping and keeps plants in best possible condition. Mail shipments are wrapped in moisture proof paper with plenty of moss.

TRUE TO NAME—We use every precaution to have plants, etc., true to name, but we will not be held responsible for any sum greater than the cost of stock should any prove otherwise than as represented.

SUBSTITUTION—Should the supply of any variety become exhausted as sometimes happens late in the season, it is our custom to substitute a similar or better variety, at the same price. When it is desired that we should not do this, write "No Substitution" on the order.

CERTIFICATE OF INSPECTION—A Government certificate of inspection goes with each shipment.

HEELING IN—If ground is not in condition when plants are received always unpack them carefully, separate each variety, untie bundles and heel them in in a V-shaped trench, dampen roots but not the tops of plants, cover plants with earth and place boards over them to keep the sun off. Always select a cool, shady place for the trench. Plants can be kept for a month in good condition in this way.

REFERENCES—Royal Bank, Aylmer; Sterling Bank, Port Burwell; any merchant, express agent or postmaster in either Port Burwell or Aylmer.

Keep this catalogue and use it until you receive another copy, or give this one to your friend and ask for another one.

AGENTS—We do not employ agents. There is no one authorized to act in that capacity for us. We deal direct with our customers through this catalogue.

1919

Introductory

1919

Port Burwell, Ont., Jan. 1, 1919.

To our Friends and Patrons:

We enter upon the New Year with mingled feelings of sorrow, thankfulness and hope. Sorrow for the losses and griefs that have come to our fair land and to the world through more than four years of most cruel warfare. Thankfulness that the most terrible war of the ages has ended in victory for the forces of justice and righteousness, and hope unbounded in the future of the world and especially of our own proud Dominion, whose people have won the admiration of the world, their soldiers by their undying bravery upon the battle field and those at home by their self-sacrificing devotion to the cause of humanity and liberty.

We wish to thank our many customers for their continued support as well as for the many kind words of appreciation of our efforts to give honest and efficient service.

Never before in the history of our country has the outlook for the fruit grower been so encouraging. Prices the past season or two for small fruits of all kinds were higher than ever before and will surely continue high for years to come. Our stock of plants, etc., for our Spring trade is equal in quality to any we have ever grown and our assortment of the best standard and new varieties unequaled in Canada.

Again thanking you all for past favors and soliciting a continuance of your patronage, we are,

Sincerely yours,

H. L. McConnell & Son.

ONTARIO GOVERNMENT CERTIFICATE OF INSPECTION

No. 27

This is to certify that the nursery of H. L. McConnell & Son, at Port Burwell, Ontario, Canada, has been inspected between June 15th and September 15, 1918, under the provisions of the Fruit Pest Act, and has been found free from disease. This certificate expires June 15th, 1919.

Department of Agriculture,

Toronto, Ont.

(Signed) L. CAESAR,

Provincial Entomologist.

TIME TO PLANT

Spring is the best time to plant strawberries, and the earlier the better. Before growth commences the plants are ripe and tough and it does them very little harm to be transplanted, but after they have put out young tender leaves and roots the change effects them more seriously, especially if the weather comes hot and dry soon after.

DISTANCES IN PLANTING STRAWBERRY PLANTS

Distances in planting vary according to the method of cultivation adopted, and the nature of the varieties used. As a general rule the rows may be three and one half feet apart. For the matted row, ordinary kinds may be set two feet apart in the row, and fast runners like Sen. Dunlap, three. If the plants are to be grown in hedge rows or by hill culture, a foot and a half is about right.

WHAT TO PLANT

This is an important question, especially to beginners and sometimes a very puzzling one. To such we would say that if you are setting a bed for home use you will make no mistake in planting Senator Dunlap or Glen Mary with Orem or Stevens Late to lengthen the season. If you intend to grow berries for sale, make yourself familiar with the demands of your market. Will it require fine fruit at good prices or an ordinary grade that can be sold cheaper? Are the darker or lighter berries in favor? Is your market distant or near? If the former you need good shippers, if the latter you can use the more delicate varieties. When you have decided as to requirements, choose a few kinds that by their descriptions seem suitable and begin by planting a small area. This will give you an opportunity to observe these varieties and see which succeed best with you. There is room in nearly every country community for at least one grower to sell a large crop of berries at his own place. Let him plant varieties that are handsome in appearance and rich in flavor, and give notice that he will sell at a certain moderate price throughout the season. Purchasers will come from all directions, and count themselves fortunate in being able to obtain fresh berries whenever they want them. The supply creates demand.



The above illustration pictures the proper method to set a plant. The first plan is set too shallow, second too deep, third shows careless planting, and the last the proper method.

NUMBER OF PLANTS REQUIRED TO PLANT AN ACRE

Distance between rows	Distance between plants	No. Plants for one acre
36 inches.....	12 inches.....	14 520
36 ".....	18 ".....	9 680
36 ".....	24 ".....	7 270
42 ".....	12 ".....	12 466
42 ".....	18 ".....	8 297
42 ".....	24 ".....	6 223
48 ".....	12 ".....	10 890
48 ".....	18 ".....	7 260
48 ".....	24 ".....	5 445

PERFECT AND IMPERFECT BLOSSOMS

Strawberry plants are divided into two general classes called perfect and imperfect, or staminate and pistillate. The perfect or staminate varieties have stamens, produce pollen and fertilize not only their own blooms, but those of the other class. The imperfect or pistillate sorts, as a rule have no stamens and produce no pollen, hence their blooms must be fertilized by staminate.



PERFECT BLOSSOM.



IMPERFECT BLOSSOM.

However, as a matter of fact, many of the so-called imperfect varieties have a few stamens and are able to pollenize themselves to some extent but not sufficiently to produce a full crop. In planting imperfect or pistillate kinds, every third, fourth or fifth row should be set with some perfect or staminate variety. In our catalogue we mark the perfect sorts (P), and the imperfect (I).

Well Packed

Shipment of nursery stock arrived last evening. They are nice trees and well packed.

Yours truly,

H. H. McKim, Byron, Ont., May 17, 1918.

An Old Customer

Trees arrived Saturday night all O. K. Planting them to-day. Please add to my plant order 100 Arnout and 100 Big Joe.

Yours truly,

Mr. A. A. Rolph, Orono, Ont., May 13, 1918.

Arrived Safely

I wish to inform you that the bushes I ordered arrived safely and appear entirely satisfactory. Thanking you for your promptness in filling the order, I beg to remain,

Yours sincerely,

A. E. Somerville, London, Ont., May 12, 1918.

A Satisfied Customer

Enclosed find express order for \$4.15, for which please ship goods as per enclosed order. I was much pleased with Strawberry Plants received a year ago. They have done fine and give good promise.

Yours respectfully,

E. W. Boyle, Brampton, Ont., Mar. 27, 1918.

Everbearing Strawberries

Everbearing Strawberries, or Fall-Bearing as they are sometimes called, have been produced successfully everywhere spring varieties are grown. For very cold parts, where late spring frosts are very prevalent they are better, for if the first set of blooms are killed they will immediately put forth new blossoms. Everyone owning a foot of ground, whether in city, village or county should plant some of these.

With regard to the term "Everbearing", we can safely assure you that the varieties listed herein are really everbearing, producing fruit continuously from spring until hard frost or freezing weather. The plants are set as early in spring as possible, just like other strawberries. They are also hoed, cultivated, and fertilized just like other varieties. However for best results the blossoms should be kept pinched off until the first or middle of July. About August 1st you can commence picking fruit, real, ripe, delicious strawberries, and continue to get them until freezing weather. And remember this is all done the first summer, only a few weeks after the plants are set. The second year the plants can be allowed to fruit in the spring and continue fruiting through all the summer and early fall months, except for a short period in July.

While the Everbearing strawberries are especially successful in home-gardens, in many sections, where you have a good market, they can be grown with great success commercially. During August, September and early October the weather is usually hot and people are willing to pay a good price for fresh fruit. From 30 to 40 cents a quart can readily be received. Given good land, good treatment and good growing conditions, each plant (especially Progressive) will give a quart or more berries.

Plant some this spring and have the pleasure of picking berries this summer. They will give the whole family more real pleasure for the money than anything else you can buy.

Kindly place your order before April 15th or not later than May 1st if possible, for we never have enough plants for the tremendous demand.

✓ **AMERICUS (P)** The quality of Americus is unexcelled by any of the everbearing sorts. It also gives a good crop of medium-large berries, in the spring and fall, but really gives its best crop the second season. Well worthy of trial.

✓ **PROGRESSIVE (P)**—The Progressive is a very strong, healthy grower, deep rooted and a great drought register. Gives an abundant crop of fruit until heavy freezing weather. It produces an enormous crop of fruit the following spring and early summer and another big crop in the fall, commencing about the 1st of August. Berries are medium large, dark-red color and of excellent quality. Very hardy and an ideal variety for home use or market. Excellent for either hill or matter row system. Do not overlook this grand variety.

✓ **FORWARD (P)**—Very similar to Superb, but hardly as vigorous a grower. The berries are very fine and of good quality.

✓ **SUPERB (P)**—A very healthy, vigorous grower and immensely popular. Berries are very large and firm, nearly round, bright scarlet in color, shining as if varnished, and of good quality. Excellent for hill culture. The everbearing strawberries are well worthy of their tremendous popularity and you should certainly place your order for some Superb or Progressive. You will never regret it.



PROGRESSIVE
The Universal Favorite

Remember and place your order as early as possible.



PRICES
OF
STRAWBERRY
PLANTS
ON
PAGE
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SUPERB—Immensely Popular
(For description see page three)

Strawberry Plants

We are gradually shortening our list of varieties and are only listing those that do the best with us and that we can safely recommend to our customers. Our object is to describe each variety as it succeeds with us, in connection with reports of other growers, Experimental Stations, etc. It should always be understood that no one variety is best in every locality and under all conditions, and each grower should do a little experimenting on his own account, to find out what is the best for him to grow. Our long experience and varied knowledge of the different sorts is of great value to our customers, and we will gladly help you to select those best suited for your district and conditions, if you wish advice give us the nature of your soil, whether for home use or market, and we will endeavor to help you.

(P) denotes Perfect or Staminate blossoms. (I) denotes Imperfect or Pistillate blossoms. Kinds marked (I) should be planted near those marked (P) to insure proper fruitfulness. For full explanation read "Perfect and Imperfect Blossoms" on page 2.

EXTRA EARLY VARIETIES

CHARLES I (P)—From the behavior of this grand new berry with us the past two seasons, added to what the introducers say of it, we are inclined to regard this as the king of extra-early sorts. No other kind of its class makes such a stand of strong, vigorous, heavy-rooted plants. Berries large, of very attractive form and color, firm and of fine quality, and produced in great abundance. A sure leader. Don't miss it.

EARLY GIANT (P)—This is a thoroughly tested variety of great merit and a prime favorite with us. A splendid plant maker and very productive of good sized, highly colored, firm, good flavored berries. A most reliable extra early.

EARLY WOODROW (P)—Altho a Southern berry this proves to be a very hardy, strong, vigorous grower, making a heavy row of plants. Berries of medium size, wedge shape, very uniform, of good quality and remarkably firm. An excellent shipper.

PREMIER (P)—Owing to its being boomed, as well as to the real merits, this is becoming one of the most popular early varieties, and well deserves its popularity, in plant growth it is most satisfactory and bears a great crop of berries that are simply perfect in form, color, flavor and shipping qualities. A great acquisition.

MEDIUM-EARLY VARIETIES

✓ **DR. BURRILL (P)**—Too much can scarcely be said in praise of this great berry. Originated by the great Strawberry specialist, Dr. Reasoner, of Illinois, by crossing Senator Dunlap with Crescent, and it combines in a remarkable degree all the qualities that make a variety valuable and in health, vigor and hardiness of plant growth it equals either of its parents, while in productiveness it surpasses them both. In color and form the berries resemble Dunlap altho larger and firmer and as good or better quality. What more can one ask for in a single variety. Do not miss this one.

✓ **CRESCENT (I)**—Altho in cultivation for a generation this great old berry is still popular with many growers. This is sometimes called the "The Lazy Man's Berry," because of its ability to produce a big crop of fruit under most adverse conditions. Our stock of plants is limited.

✓ **BILLY SUNDAY (P)**—A new variety as sensational as the noted evangelist for whom it is named. The magnificent plant growth promises great things, which its introducers claim it lives up to. Try it.

✓ **HUNDRED DOLLAR (P)**—One of the finest of all for dessert. Fruit very large, often 18 to 20 berries fill a box, and as the fruit is very sweet and entirely without acid, can be eaten by many people who can not eat acid fruit. Also known as Auto, Hummer, Corsican, Uncle Jim, New York, Pine Apple Etc.

✓ **LADY CORNEILLE (P)**—This berry from the "Sunny South" has proved a great success in these latitudes. Makes an abundance of fine, healthy plants, very productive of large handsome, glossy red berries of finest quality. A good one.

✓ **SENATOR DUNLAP (P)**—So well known and so popular as to need no description. Adapts itself to almost any soil or location and therefore a universal favorite. Our stock is exceptionally fine.



CHARLES I.

Nothing Finer for an Early Berry.

(Description on page four)



HUNDRED DOLLAR—Nothing finer for dessert.



SENATOR DUNLAP—A universal favorite.

THERE IS MONEY IN STRAWBERRIES

The plants I received from you this Spring are doing very well. I had a good crop this year over 4000 boxes from an acre.

Yours truly,

H. A. Allen Marlbank Ont.,

August 23, 1918.

MIDSEASON VARIETIES

✓ **BLACK BEAUTY (I)**—A new berry of the so-called "Fig Type." Plant healthy and vigorous, making a good row. Berries large and smooth, very dark red, firm, sweet and rich.

✓ **F. E. WILLARD (P)**—An extra fine sort that is fast gaining wide popularity. The splendid plant growth, with its bright green foliage attracts attention, and the great crop of large, handsome, shining red berries among the foliage make a picture not lightly passed by. Do not overlook this splendid berry.

✓ **FIRST QUALITY (P)**—One of the most desirable for the home garden. Makes an abundant plant growth and the great crop of beautiful, long pointed fruit is all the name indicates.

✓ **GOLD MINE (P)**—A new berry from the South for which great claims are made, and judging from its behavior with us during the past two years, these claims are justified. The splendid plant growth and big, handsome berries on the few plants allowed to fruit, stamp it as a winner. Give it a trial.

✓ **GRAND PRIZE (P)**—We are more than ever convinced that this great berry, which we introduced in 1915, is destined to become the leading commercial variety. Its magnificent, healthy plant growth, its perfect fruiting habit, and its immense crop of large, deep red, firm, meaty, high quality berries, place it easily at the head of the list. We have yet to receive the first unfavorable report on Grand Prize, while we have many placing it ahead of all other kinds. We recommend all our customers to give Grand Prize a trial, believing that they will never regret it.

✓ **GRAND MARIE (P)**—This is another fine new variety of "Fig Type." Makes a good row of strong, healthy plants which bear abundantly, large, beautiful, dark red, firm berries of excellent quality. Try it.



ARNOU—Is very popular
(See description on page seven.)

✓ **HELEN DAVIS (P)**—A thoroughly tested variety of great value, and one that will stand neglect better than most sorts. A great plant maker and always comes to the front with a great load of bright red, attractive berries of good size and quality.

✓ **HERITAGE (P)**—A strictly fancy sort from Maryland, of the Hundred Dollar type, but darker red and somewhat more acid, which makes it more desirable for canning. A valuable new berry.

✓ **HUB (P)**—A new berry from Massachusetts, which shows valuable characteristics. Makes a fine stand of plants, and the berries are large, symmetrical, firm, dark red, and of excellent quality. Give it a trial.



PARSON'S BEAUTY—Is of fine quality

✓ **KING EDWARD (P)**—This splendid sort is well deserving a place among our best standard kinds. It somewhat resembles Williams in plant and habit growth, but fruit colors more evenly and is of better quality. A variety of great value.

✓ **LA BON (P)**—This variety is noted for its remarkably long roots, which in dry soil penetrates to a depth of three or four feet, insuring against drought. Makes an abundance of strong healthy plants, and the very heavy crop of berries are first class in every respect.

✓ **NEW DISCOVERY (P)**—A most promising new variety, which if it lives up to its appearance and the claims of its sponsors, is certainly something above the ordinary. We were unable to save any plants for fruiting the past season, but it is claimed to surpass Dunlap in every respect. Try it.

✓ **PARSONS BEAUTY (P)**—This splendid old favorite is too well known to require a lengthy description. In plant growth it is everything that can be desired and is very productive of large, perfectly formed, rich, red berries, which are first class either for dessert or canning. The demand for plants increases year by

year and we are always sold out before the close of the season.

PAUL JONES (I)—A recent introduction that has already taken a leading place where tested. A cross between Brandywine and Haverland. It resembles both but is superior to either. A splendid sort.

POCOMOKE (P)—Similar to Parsons and equally popular. Both are extra good plant makers and the fruit abundant in quantity and first class in quality.

PRESIDENT (I)—For nearby market we consider this the best of all the midseason pistillates. The abundant plant growth with its luxuriant, dark green foliage, beneath which the beautifully formed, large, crimson berries lie in heaps, is not a sight soon forgotten. Scarcely firm enough for long distant shipment.

SARATOGA (P)—This splendid variety which we have grown for about ten years possesses in a remarkable degree all the qualities that go to make a variety popular. Always makes an abundant stand of plants bearing tremendous crops of large, well colored, firm berries, which sell well on the market. One of the really good sorts.

THREE W'S (P)—This is one of the kinds we always plant heavily, for the reason that there is a great and growing demand for the plants, as growers learn of its sterling worth. For perfect plant growth and for desirable size, appearance, shipping and keeping qualities of fruit, it is equalled by very few varieties. The quality is first class and is an excellent canner.

WARFIED (I)—This grand old "Pistillate" in cultivation for more than 30 years is still popular with many growers. On moist, rich soil its crop of good sized, shining crimson berries is almost incredible. One of the best canners. Dunlap is its best pollinizer.

WILLIAMS IMPROVED (P)—For nearly a generation this has been the standard variety



PEARL—Big in size; big in yield.

(See description on page eight)

throughout Ontario, and still retains its popularity. Too well known to require detailed description.

WM. BELT (P)—This old favorite of the garden still appeals to every lover of good strawberries. Has long been considered the standard of quality. We have a fine stock of the true Wm. Belt.

YORK (P)—A very promising new berry from Penn. Makes a beautiful stand of plants, with healthy, dark green foliage. The large, long pointed berries are of superior quality and flavor and produced in abundance. A most desirable kind for the home garden. Try it.

LATE VARIETIES

AMANDA (P)—Claimed to be the largest of all strawberries and they are simply im-

mense. Not only that but the quality leaves nothing to be desired. It is also a very productive variety and the vigorous healthy, luxuriant plant growth enables to bring its great crop of fruit to maturity. Try it in your garden.

ARNOUT (P)—After 10 years experience with this variety, we recommend it to our friends as one of the very best late berries we have ever grown. Makes an abundant stand of big, strong, heavily rooted plants, producing an enormous crop of big, firm, bright red berries that ship well and bring top prices.

BALTIMORE (P)—This new berry from the South comes to us with great recommendations as to its vigor of plant growth and size, color, quality and quantity of fruit. Its plant growth is splendid and we consider it very promising. Try it.

BRANDYWINE (P)—Although long in cultivation Brandywine is still in great demand in some districts. Plants healthy, vigorous and productive and the fruit has long been considered the standard quality, especially for canning purposes.

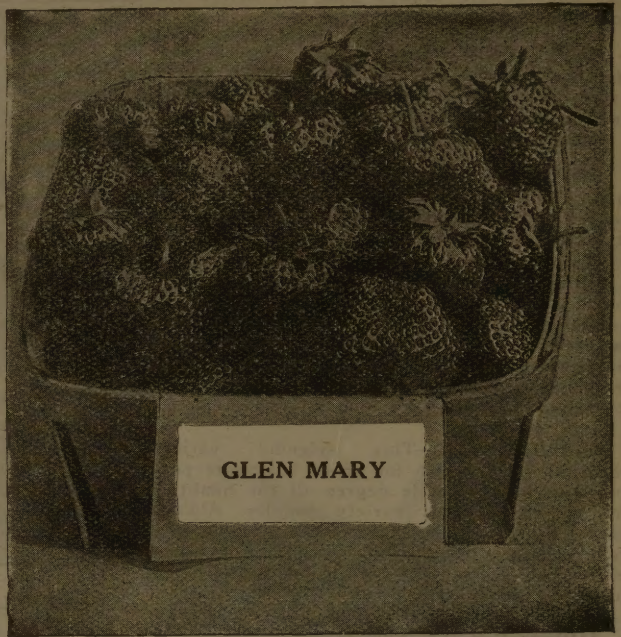


OREM—A fine late variety.

(See description on page eight.)

FULL CULTURAL DIRECTIONS for Strawberry Plants will be sent to each person when acknowledging their order.

If Strawberries, Raspberries, Grapes, Currants, Asparagus, etc., are wanted by parcel post look up "Parcel Post Rates" and "Estimated Weight of plants for shipment on page 24.



GLEN MARY—A general favorite.

✓ **FORD (P)**—Claimed by its introducers to be destined to become the universal berry, as its name sake is the "Universal Car." The magnificent plant growth promises something unusual and we shall be greatly disappointed if it is not a winner.

✓ **GOLDEN GATE (P)**—A grand sort, and one that steadily grows in favor on its merits. One of the best plant makers and one of the most

productive kinds. Fruit somewhat resembles Williams. Does well on heavy soils.

✓ **GLEN MARY (P)**—Growing in popularity by leaps and bounds, each season the demand for plants exceeding the supply. Big in plant, big in berry, big in yield, which spells big profits.



REWASTICO has become very popular. Don't miss it.
(See description on page nine.)

✓ **MAGIC GEM (P)**—A fancy sort from Idaho, which we have fruited the past two seasons, and find it all that was claimed for it. Makes a beautiful plant growth with tall growing, dark green foliage. Fruit very handsome and of splendid quality.

✓ **McALPINE (P)**—A variety of great merit and worthy of extensive cultivation. One of the very best plant makers and exceedingly productive. Fruit large, very uniform and handsome, of excellent quality and firm. Don't overlook McAlpine, it will delight you.

NUMBER ONE (P)—This is one of the number of seedlings which we have been testing and are now for the first time offering it to our customers. A chance seedling of unknown parentage, it is a strictly fancy berry and greatly resembling Chesapeake, but hardier and fully equal in quality. While the plants are fully as large as Chesapeake, it makes about three times as many, which are far more productive. Try it for a fancy sort.

✓ **OREM (P)**—An ideal variety for those wanting a very large, well formed, late berry of splendid quality. Makes a splendid fruiting row and is exceedingly productive. Very late.

✓ **PEARL (P)**—We have fruited the berry the past two years and are delighted with it. It makes a good fruiting row of very heavy plants and the manner in which the big, round, shining berries pile up around the plants is astonishing. See the actual photograph of one of our plants. Don't miss this one. Very late.

PRIZE (KELLOGG'S) (I)—An excellent late kind which has attained great popularity. Makes plenty of plants, which bear heavy crops of large, regular, bright red berries, medium firm and good quality. We have a splendid lot of plants.

✓ **REWASTICO (P)**—This is one of the varieties that one can never grow enough of. Remarkable for the health and vigor of its plant

growth and its mass of dark green foliage. Berries uniformly large, true in shape, dark red clear through firm, of high quality and produced in immense quantities. Don't pass it by.



STEVEN'S LATE— Will please you.

✓ **SAMPLE (I)**—A valuable late "Pistillate" and one of the most popular. The fruit is of model form, of good quality and produced in abundance.

✓ **STEVENS LATE (P)**—For several years this has been the most popular very late berry. Coming on just as the midseason varieties are done, it greatly lengthens the season. The big, bright red, firm berries command fancy prices.

✓ **WARREN (P)**—This is a strictly fancy garden berry resembling Chesapeake, but hardier and far more productive. Extra fine for desert.

Raspberry Plants

Price of Raspberries except where otherwise noted

12	25	50	100	250	500	1000
\$0 75	\$1 25	\$2 00	\$3 50	\$7 00	\$13 00	\$25 00

If wanted by mail, read "Plants by Parcel Post," page 24

Next to Strawberries, Raspberries are the most important, as well as the most profitable of all our small fruits and easily outrank all other bush fruits.

Raspberries are divided into three general classes, viz.: Reds, Blacks and Purples; the latter being evidently a cross between the first two classes, and partaking the characteristics of both, although the best of them resemble the Blacks in habit of growth, and like them propagate from tips. In addition each class has its albinos, or white varieties, only a few of which are valuable.

The red varieties are more generally grown than the others on account of their easy propagation, and also the fact that they give fair returns under neglect and even when allowed to run wild.

The blacks are very profitable where they succeed. They are easily controlled owing to the fact that they do not sucker. They cost only half as much to pick as reds, hold up better in shipping and usually bring a much higher price on the market. They do best on rather heavy soil, even a hard clay if well drained and rich. Light soils are best set to reds.

The best time to place your order is as soon as possible after you receive this catalogue.

The Purple sorts are rapidly coming to occupy the place they deserve. They are by far the most vigorous and productive of all Raspberries. The fruit is excellent for canning and especially so for jams and preserves, being of a richer flavor and color than the reds. The unreasonable prejudice that has existed against them because of their purple color is fast disappearing. Our canners and jam makers import great quantities of these berries from the United States, which could just as well be supplied by our own growers.

CULTURAL DIRECTIONS

Raspberries will succeed on any soil that will produce a good crop of corn. Land should be rich and well prepared. We set Reds two feet apart in rows 6 feet apart; Blacks 3 feet apart in rows seven feet apart and Purples $3\frac{1}{2}$ feet by 8 feet. To plant one acre at these distances it requires about 3,500 Red, 2,000 Black, or 1,500 Purple. Set Blacks or Purples five or six inches deep as the canes are liable to break off at the ground if set too shallow. The land must be kept free from weeds the first year by cultivator and hoe, after which most of the work can be done by cultivator or one-horse plow. A grape hoe drawn by one horse is also a most useful implement for this work, as it will throw the earth either to or from the rows.

RED VARIETIES

✓ **CUTHBERT**—Too well known to need lengthy description, being one of the oldest and most popular of all red raspberries. A strong grower and very productive of very large, firm berries of excellent quality. Not quite hardy enough for Northern Ontario and the Western Provinces. 75 cents per 12; \$1.00, 25; \$1.75, 50; \$3.00, 100; \$11.00, 500; \$20.00, 1000.

✓ **EATON**—Originated in Indiana and is becoming very popular. A good grower and very productive.

✓ **HERBERT**—An all Canadian berry being originated near Ottawa. Perfectly hardy and of great value especially for the colder parts of our country. Very strong grower and immensely productive of very large, firm, dark colored berries of excellent quality. Is becoming more and more popular every year, and anyone wanting a good red raspberry will make



HERBERT—One of the finest

no mistake in ordering this variety. 75 cents per 12; \$1.75, 25; \$2.25, 50; \$4.00, 100; \$16.00, 500; \$30.00, 1000.

✓ **MARLBORO**—An early variety of great value, ripening a week earlier than Cuthbert. A vigorous grower, fruit large, and of finest quality. Cannot be equalled for clay soils.

✓ **PERFECTION**—Great things are claimed for this new berry. The fruit is certainly fine, but with us it is hardly vigorous enough. \$1.00 per 12; \$5.00, 100.

✓ **RENERE**—After further test we find it to be so near like the St. Regis that we are discarding it. Can supply it this year however at \$1.25 per 12.

✓ **ST. REGIS (Everbearing)**—Has become immensely popular and the demand nearly always exceeds the supply. A strong grower and its very luxuriant foliage seems to defy fungi and insect enemies. Bears a heavy crop in the regular season and is one of the earliest to ripen. Shortly after the berries are done on the old canes, berries begin to ripen on the new canes and continue to



ST. REGIS gives you raspberries nearly all summer and fall.



PLUM FARMER will surely please you

produce quantities of berries of the finest quality, until hard freezing weather. A comparatively new variety of great value, especially for the home garden. \$1.00 per 12; \$1.50 25; \$2.50, 50; \$4.00, 100; \$9.00, 250; \$16.00, 500; \$30.00, 1000.

YELLOW VARIETY

✓ **GOLDEN QUEEN**—The finest of all yellow raspberries and a seedling of the Cuthbert and fully equals it in vigor of growth, productive-



COLUMBIAN—Large and immensely productive.

ness, and quality of fruit, and hardier in cane. Nothing finer for dessert. Berries large, handsome, being of a bright golden yellow, and bring the top price on the market.

BLACK VARIETIES

✓ **CUMBERLAND**—One of the most popular, largest, hardiest and productive of all black-caps. Enormously productive of coal black berries of the finest quality and not approached in size and beauty by any other black variety. Ripens early and covers a long season. Plant some of these and next year and you will want to plant more.

✓ **PLUM FARMER**—The leading early black cap. Its great crop of jet black berries ripen in a very short period, usually about four pickings, which is an advantage to the commercial grower with a good market. One of the finest and should be tried by all.

✓ **SMITH'S GIANT** — Unfortunately our stock of this remarkable variety is short for this year.

PURPLE VARIETIES

✓ **COLUMBIAN**—Similar in some respects to the Schaffer, but far superior in vigor, fruit and pro-

Remember! Straw-
berries were 20 to 30
cents a box last sum-
mer.

ductiveness. Propagates from the tip, same as black-caps. Bush an enormous grower and very hardy. The firm, dark, purplish colored fruit often measures an inch in diameter and is produced in unbelievable quantities. Unequalled for canning and the finest of all for jams. 75c per 12; \$1.25, 25; \$2.25, 50; \$4.00, 100; \$16.00, 500; \$30.00, 1000.

✓ **HAYMAKER**—So nearly like the Columbian that we are dropping it from our list.

✓ **ROYAL PURPLE**—A new variety which is well worthy of trial. Extremely hardy and very productive of very large, purplish colored berries of excellent quality. 90 cents per 12; \$1.50, 25; \$2.50, 50; \$4.50, 100.

Blackberry Plants

Blackberries are at home on a cool, moist (but not wet) loamy or sandy soil, but they will succeed on any good soil if well managed. They require good cultivation or mulching and fertilizing and are among our most profitable small fruits.

They should be planted the same distance as Black Cap Raspberries.

We have found the following varieties best suited to conditions throughout Western Ontario.

Prices except where otherwise noted

12	25	50	100	500	1000
\$1 00	\$1 75	\$3 00	\$5 00	\$20 00	\$35 00

If wanted by mail, read "Plants by Parcel Post," page 24.



ELDORADO—A leader.

✓ **ELDORADO**—This is the finest of all blackberries, very vigorous grower and remarkably hardy. Very productive of fruit of the finest quality. The large, long, jet black berries are very attractive in appearance and bring the top price on the market. Try it.

✓ **SNYDER**—An old standard variety noted for its vigor hardiness and productiveness. A valuable market sort, the berries being firm, of

good size and attractive appearance. 90 cents per 12; \$1.50, 25; \$2.50, 50; \$4.00, 100; \$16.00, 500; \$30.00, 1000.

✓ **WARD**—A very promising variety originated in New Jersey. This has made a splendid showing with us, and is well worthy of trial. Very hardy, productive and berries are very large, of handsome appearance and of extra good quality.

United States

I received the berry plants last Saturday night and set them out on Monday. They look in good shape and I thank you very much for the fair treatment you have given us.

Yours very truly,

E. M. Dutton, Newfane, N.Y., Sept. 27, 1918.

To retain a Customer he must be satisfied. Repeat orders spell our success.

Currants

Plant in rows 6 feet apart and 4 feet apart in the row, or if to be cultivated both ways, 5 feet apart each way. A cool, moist loam is best for currants, but they will also succeed on sandy soil. The first season allow two or three good shoots to grow and the next spring, shorten these slightly if they have made a good growth, thus permitting the new shoots that have started to come up for the second season. A half-dozen thrifty shoots will make more and larger fruit than a crowded cluster. Keep well cultivated and the ground rich with frequent applications of manure or fertilizer.

A WORD TO OUR CUSTOMERS

Owing to the existence of certain plant diseases in parts of the United States, an embargo has been placed against the importation of some lines of Small Fruit plants. The result is a great shortage in the supply and consequent advance in price, affecting principally Currants and Gooseberries. So serious in fact is the shortage that already wholesale growers throughout Canada are practically sold out of these lines. We would therefore, recommend our customers to place their orders as early as possible, and thereby avoid disappointment.

Prices of Currants except where otherwise noted

Each	12	25	50	100
\$0.25	\$2 25	\$4 00	\$7 00	\$13 00

If wanted by mail, read "Plants by Parcel Post," page 24.



BLACK VICTORIA—One of the best.

✓ **CHERRY (Red)**—A very productive sort. Berries large and of excellent flavor. An excellent variety for general planting and too well known for lengthy description.

✓ **BLACK VICTORIA**—Without doubt the leading black currant in cultivation to-day. A strong very vigorous bush and immensely productive. Fruit is very large and of a sweet, mild flavor, unsurpassed for preserving or making Black Currant wine. Do not overlook this in your order.

✓ **BOSCOOP GIANT (Black)**—A new variety which was originated in Holland. In bush growth and productiveness it is very similar to Victoria, but the fruit is somewhat larger and of equal quality. This currant is becoming very popular and you will make no mistake in planting it.

✓ **CLIMAX (Black)**—One of the finest varieties under test for some years at the Ottawa Experimental Farm. Bush a very vigorous grower and exceedingly productive. 30 cents each; \$2.75, 12; \$4.50, 25.



LONDON MARKET

Very popular

There is nothing finer than having some Fall Bearing Strawberries

✓ **FAYS (Red)**—One of the newer and most desirable varieties. Berries are large, juicy, meaty and with little pulp. Bush not quite as strong a grower as Cherry but more productive.



WHITE IMPERIAL

The finest white.

✓ **LA VERSAILLES (Red)**—This variety, which we imported from France several years ago is one of our very best sorts. A large, healthy grower producing an abundance of fruit of the largest size and best quality.

✓ **LONDON MARKET (Red)**—Has taken a leading place among our red currants. A very vigorous, healthy grower producing an enormous crop of berries of the largest size and of the finest quality. Remember this one.

✓ **MAGNUS (Black)**—A Canadian currant of high merit. A beautiful strong growing bush, producing great crops of large, fine fruit.

✓ **WHITE IMPERIAL (White)**—The finest white variety. A vigorous grower and very productive. These are the mildest and sweetest of



FAY'S PROLIFIC—Will please.

all currants and most desirable for table use.

✓ **WILDER (Red)**—A very vigorous, upright growing bush and remarkably productive. Fruit large and borne in large clusters. Color bright red and of excellent quality. Especially adapted to our northern districts. 30 cents each; \$2.25 for 12; \$4.25, 25.

Try Us for Fruit Trees

Received the Strawberry plants and Cherry trees in the best of order. I wish you would kindly send me by express to Harrow, 10 Duchess Apple Trees and as good as you sent me last year.

Yours truly,

J. W. Noble, District Representative of Essex,
County, Essex, Ont., May 14, 1918.

All in Good Order

Received part of order of berries last week and Smith's Giant yesterday, all in good order.

Yours truly,

P. Denise, Midland, Ont., May 15, 1918.



DOWNING is very popular.

Gooseberries

The culture of the Gooseberry is very similar to that of the Currant, except that it needs little pruning, and that, mostly to remove the stunted shoots, and keep up the supply of vigorous new shoots from the base.

Read "A Word to our Customers" on page 13.

Gooseberry bushes, owing to the U. S. embargo, are practically off the market in Canada. Our stock is short and we are only offering them in small lots of not more than six to a person.

If wanted by mail, read "Plants by Parcel Post," page 24.

DOWNING—One of the finest of all gooseberries. Fruit large, pale green, and of excellent quality. Bush vigorous and very productive. Never mildews. 40c. each; \$2.25 per 6.

TO OUR CUSTOMERS:

or anything of interest to us, we will forward you a
If you will send us a good picture of your berry patch
nice present of plants.

Grapes

Plant in rows 8 to 9 feet apart and 7 to 8 feet apart in the rows. Good drainage is absolutely necessary and the soil should be well prepared and enriched. Well rotted manure or bone meal make the best fertilizers. Vines may be trained on a trellis, grape arbor or over a fence, but of course, the trellis will give the best results so far as a crop is concerned. Pruning should be done in the late fall or early spring.

Each	12	25	50	100
\$0 25	\$2 50	\$4 25	\$8 00	\$15 00

If wanted by mail, read "Plants by Parcel Post," page 24.

✓ **DELAWARE (Red)**—A small red grape, considered the standard of quality, being very sweet, juicy and of fine flavor. Very hardy, vigorous and productive. A good keeper, splendid shipper and brings a high price on the market. One of the best for wine.

✓ **CONCORD (Black)**—Too well known for lengthy description. It is the standard American grape and after being in cultivation for over 50 years is still without a rival. Fruit large, of fine quality and an excellent shipper. 20 cents each; \$2.00, 12; \$3.50, 25; \$6.50, 50; \$12.00, 100.

✓ **BRIGHTON (Red)**—One of the finest of red grapes, the fruit being large, of superb quality and produced in very large bunches. Vine is healthy, vigorous grower and very productive.

✓ **MOORE'S EARLY (Black)**—Undoubtedly the best extra-early grape, ripening about two weeks before Concord. Bunch large and compact, berry large, black and of excellent quality. A very vigorous grower and especially adapted for clay soils.

✓ **NIAGARA (White)**—The finest of all white grapes and a universal favorite. Vine a very strong grower and remarkably productive. Bunches compact and of great size, often weighing over two pounds. Berries large and of excellent quality. A good shipper. Ripens a little earlier than Concord.



CONCORD—Most popular of all

You will never regret it if you order "Grand Prize."

WORDEN (Black)—A seedling of Concord, to which it is superior in earliness, size of berry and flavor, equal in vigor, health and productiveness, but not quite as good a shipper. Very valuable for home use or nearby market.

We Can Please You the Same

All goods received in good condition and doing favorably.

Yours very truly,
Norman Davies, Essex, Ont.,
May 27, 1918

Good Stock

The Strawberry plants arrived in good condition and are growing fine. Thanks for same.

Yours truly,
John N. Hancock, Finch, Ont.,
May 13, 1918

A-1 Order

Berry and Currant bushes arrived safely and in A-1 order.

Yours truly,
F. R. Webb, Kingsville, Ont.,
May 1, 1918.

O. K.

I received Strawberry Plants O. K.
Yours truly,
V. A. Sinclair, Tillsonburg, Ont.
Oct. 21, 1918.



✓ **NIAGARA will please you**
(For description see page fifteen)

Asparagus Roots

Asparagus is the most popular early vegetable, coming as it does before any other. Every family should have a good supply of this delicious vegetable, not only because of its dietary value, but especially on account of its health-giving properties, being considered a specific for kidney disorders. It is also one of the most easily grown of all vegetables, for being a perennial, a bed will last a life time. It succeeds on any deep, well drained, rich, mellow soil. For garden culture, plant one foot apart in rows 2 feet apart. For field culture, plant 1 ft. by 3½ to 4 feet, which allows of horse cultivation. Set in furrows 6 inches deep, covering at first two or three inches and after the shoots are up 6 or 8 inches, work the soil in gradually until the ground is level. It is well to mow over the old tops and burn the bed over early in the spring and apply salt until the ground is quite white, which helps to keep down the grass and weeds. Remember that Asparagus is a seaside plant and applications of salt are very beneficial.



WORDEN is a good one of exquisite flavor.

Fresh Strawberries on the table in August, September and October will surprise your friends.

Keep well enriched and do not begin to cut till the second year, after which the bed may be kept cut each year until midsummer, and then the tops must be allowed to grow and mature.

PRICES OF ASPARAGUS ROOTS

12	25	50	100	500	1000
\$0 46	\$0 60	\$1 00	\$1 75	\$3 00	\$5 50

If wanted by mail, read "Plants by Parcel Post," page 24.



CANOVERS COLOSSAL

Very popular.

CONOVERS COLOSSAL—A fine sort of large size and good quality. A standard everywhere.

COLUMBIAN MAMMOTH—A strong vigorous grower having light green or white shoots.

GIANT ARGENTEUIL—A variety we obtained from France several years ago and is being very extensively grown. Shoots dark green, very large, tender and of fine quality.

PALMETTO—Very early and a vigorous grower. Shoots large and of splendid quality.



LINNAEUS—Why not order some for your wife.

Rhubarb Roots

This is the universal plant for early sauce and pies and is of great value as a blood purifier. Everyone can have a supply of these, whether they have a small city lot or a large farm, as they take up very little room and will stay in the ground indefinitely. Give them rich soil, clean culture and you can have an abundant supply. We have a large stock of these and are offering them at reduced prices.

Each	12	25	50	100
\$0 25	\$1 25	\$2 25	\$4 25	\$8 00

If wanted by mail, read "Plants by Parcel Post," page 24.

LINNAEUS—An early variety with large tender stalks of finest quality. Very popular.

VICTORIA—An extra fine sort, somewhat later than Linnaeus. Stalks red, extra large and of splendid quality.

Golden Bantam Seed Corn

Of all the varieties of sweet corn this is by far the sweetest and most delicious. Matures with the earliest and by planting each fortnight may be had to perfection from early summer until frost. Kernels are a rich, golden yellow, very tender and with a flavor that is exceptionally rich and pleasing. Ears are six to seven inches long and of medium size.

We have a good supply of beautiful seed of this variety and would advise our customers to take advantage of this opportunity..... $\frac{1}{4}$ lb. 15 cents; $\frac{1}{2}$ lb. 25 cents; 1 lb. 35 cents; 5 lbs. \$1.50.

If wanted by mail, read "Plants by Parcel Post," page 24.

Raspberries First Class

Your 1918 catalogue arrived for which accept thanks. Kindly forward the following, 250 Conovers Asparagus and 50 Herbert Raspberry. The order of raspberries you sent me last spring was most satisfactory. The root system of each cane was well developed, every plant grew and many bore fruit.

Yours truly,

J. F. Brown, Toronto, Ont., April 1, 1918.

Seed Potatoes

During recent years, the attention of potato growers has been directed to the fact that the yield may be greatly increased by the use for seed purposes of immature tubers. That is, tubers from a crop that developed late in the season and still unripe when cut down by the frost or from northern districts where the shorter and cooler season does not admit of the crop ripening. The importance of using such seed has been demonstrated by our Experimental Stations as well as by private growers, the increase in yield often being from 25 per cent. to 50 per cent. over ordinary seed.

We grow our seed potatoes on the "Immature" principle making our planting late in the season and thorough spraying and cultivation promotes a vigorous, healthy plant growth and in this way produce seed stock that will give the very best results. We aim to have our stock rather under than over the ordinary size as such stock plants to better advantage.

It is advisable to treat all seed before planting by immersing seed for 2 to 3 hours in a solution of Formaldehyde in the proportion of 1 pint to 30 gallons of water. It pays.

One, five and ten pound lots can go by mail. All sacks free.

1 lb.	5 lb.	10 lb.	1 pk.
15 cents	50 cents	80 cents	\$1.00

IF popatoes are wanted by mail, read "Plants by Parcel Post," page 24.



ROCHESTER ROSE—Fine and very productive.

BLISS TRIUMPH—Earliest of the earlies. A round, red variety, which matures at least two weeks ahead of Cobbler or Eureka. Of good quality and especially valuable for its extra earliness.

PERFECTION—This is our choice of the long white type. Tubers very smooth and of the highest quality. A vigorous grower and remarkable heavy yielder.

ROCHESTER ROSE—One of the most productive and surest cropping potatoes we have ever grown and certainly the best of the "Rose" type. Tubers large, uniform and symmetrical and of first class cooking quality. A variety of great value for home use or local market. Medium early.

GREEN MOUNTAIN—Adopted as the standard round, white type potato by the Department of Agriculture. A first class variety in every respect, 1 lb., 15 cents; 5 lb., 40 cents; 10 lb., 70 cents; 1 pk., 90 cents.

UP-TO-DATE—This great potato of the round or kidney shaped white type is by far the best of its class we have ever grown, surpassing them all in vigor of top growth, freedom from disease, productiveness and keeping and cooking qualities. As a shipper it is scarcely equaled by any other variety on account of its tough skin. Being the leading potato in the British Isles we consider it worthy of first place in Ontario as well. Start growing "Up-To-Date."

Wanted More

Kindly forward as quickly as possible 1000 Brandywine, 900 Sample and 100 Dunlap. Also 24 Herbert Raspberry. The other lot reached me O. K.

Yours truly,

H. W. Campbell, Midland, Ont., May 20, 1918.

Fruit & Ornamental Trees

The varieties of Fruit Trees and Ornamentals we offer in this catalogue are such as can be particularly recommended and are hardy and best suited to the climatic conditions of Canada.

Any variety desired and not listed herein, we can usually supply. Write us for it.

Apple Trees

All varieties listed 2 years old, first-class. 5-7 feet

Each	12	50	100
\$0 50	\$5 00	\$20 00	\$38 00

SUMMER VARIETIES

✓ **EARLY HARVEST**—Medium to large, pale yellow and of good quality. Very productive and an early bearer. August.

✓ **RED ASTRACHAN**—Large and handsome. Color dark crimson and quite acid. Healthy grower and very hardy. Early bearer. August.

✓ **SWEET BOUGH**—The universal favorite among early sweet apples. Fruit large, pale yellow and of excellent quality. An early bearer and very productive. August.

✓ **YELLOW TRANSPARENT**—Bears early and is very productive. Fruit large, yellow, and of fine quality. August.

AUTUMN VARIETIES

✓ **DUCHESS OF OLDENBURG**—A good grower Regular and free bearer. Fruit yellow, striped with red, large and of fine quality. September.

✓ **FALL PIPPIN**—Well known and very popular. Fruit large, yellow and of best quality. October.

✓ **FAMEUSE (Snow)**—Too well known for description. Deep crimson colored fruit of excellent quality. November to January.

WINTER VARIETIES

✓ **BALDWIN**—Large dark red color, of good quality and very profitable. One of the leading varieties. December to March.

✓ **DELICIOUS**—A new variety which is becoming very popular. Fruit large, mostly a brilliant dark red, fine grained flesh and of highest quality. A splendid keeper and shipper. Very hardy and productive. November to April.

✓ **GOLDEN RUSSETT**—Well known and very popular. Of excellent quality, a good shipper early bearer and very productive.

✓ **KING**—Known almost everywhere. November to March.

✓ **McINTOSH RED**—Originated near Ottawa and one of the leading varieties for fancy trade. Tree very hardy, productive and an early bearer. Has no superior as an early winter apple. October to January.

✓ **RHODE ISLAND GREENING**—Too well known for description. Hardy and very productive. December to April.

✓ **TOLMAN SWEET**—The leading sweet apple and too well known for further description. Tree hardy, a good grower and very productive. November to April.

✓ **NORTHERN SPY**—Immensely popular for fancy trade and export. Too well known for detailed description.

Other varieties not described above—**MAIDEN BLUSH, GRAVENSTEIN, WEALTHY, BEN DAVIS, TWENTY OZ., PEWAUKEE, SPITZENBURG, WINESAP, WOLF RIVER, ONTARIO, BLENHEIM.**

CRAB APPLE TREES

Each	12
\$0 50	\$5 00

✓ **HYSLOP**—Large, deep crimson and very popular. October to January.

✓ **TRANSCENDENT**—Takes first rank, being of excellent quality, large, handsome and a good bearer. September to October.

Read These Two Letters

Received the Strawberry Plants all right. Thank you very much for the Everbearing.

Yours very truly

April 27, 1918.

Received the last lot of plants O. K.

Yours truly,

Wm. Mehlenbacher, Otterville, Ont., May 20, 1918.

Pear Trees

All Varieties listed 2 years old, first-class, 5-7 feet.

Each	12	50	100
\$0 60	\$6 00	\$21 00	\$40 00

✓ **BARTLETT**—Well known and the standard everywhere. Large, yellow, fine quality and a splendid cropper. August to September.

✓ **CLAPPS FAVORITE**—Similar to Bartlett but larger and a little earlier. August.

✓ **KEIFFER**—Grown extensively for export. Tree very hardy, productive and a good grower. Fruit large and of good quality. A great keeper and shipper. November to January.

✓ **SECKEL**—Our most highly flavored pear and a standard quality. Fruit small, and yellowish brown. Tree a good grower and very productive. A great canner. September to November.

✓ **SHELDON**—Excellent quality, productive and a good keeper. Fruit large and of a russet color. October to November.

Other varieties not listed above:—**FLEMISH BEAUTY, ANJOU, LINCOLN, BELL.**

Peach Trees

All varieties listed 1 year old, first-class, 4-5 feet

Each	12	50	100
\$0 40	\$4 00	\$14 00	\$25 00

✓ **EARLY CRAWFORD**—Well known and one of the best commercial varieties. A freestone and very productive. Early September.

✓ **LATE CRAWFORD**—Similar to Early Crawford but later.

✓ **CROSBY**—A splendid peach for home use or market. Flesh yellow, freestone and of good

quality. Late September.

✓ **ALBERTA**—The great commercial variety. Fruit large, flesh yellow, freestone and of fair quality. Very productive. Late September.

✓ **YELLOW ST. JOHN**—Large to very large, handsome and popular. Flesh yellow, freestone and of finest quality. Late August.

Plum Trees

All varieties listed 2 years old, first-class, 5-7 feet

Each	12	50	100
\$0 60	\$6 00	\$21 00	\$40 00

✓ **BURBANK**—The most popular of the Japanese varieties. Very hardy and remarkably productive of large sized reddish fruit of good quality. Have picked six bushels from one tree. Early September.

✓ **BRADSHAW**—A very large, violet red plum and immensely popular. Tree a good grower, productive and of fine form. Fruit of excellent quality and a good shipper. Early September.

✓ **YELLOW EGG**—Large, handsome and of fine quality. Very vigorous and productive. Late September.

✓ **LOMBARD**—Well known and a great favorite. Fruit medium size reddish color and of excellent quality. Tree hardy and very productive. September.

✓ **REINE CLAUDE**—The most popular of all Gages and the quality is unsurpassed by any other plum. Very productive of greenish yellow fruit. September.

Other varieties not listed above:—**RED JUNE, ABUNDANCE, DAMSON, MOORE'S ARTIC, GRAND DUKE, EMPIRE, MONARCH.**

McConnell's Plants will Succeed if Any Can

Plants arrived O. K. Next spring will be pleased to send you sample of first strawberries grown in these parts. Yesterday surplus postage came to hand—thanks.

Yours respectfully,

Fred W. May, Ottawa, Ont., May 16, 1918.

Delighted

Beg to say that the Strawberry Plants and Asparagus came to hand allright a week ago Tuesday. We planted them that evening and they have taken root. We are delighted with them, as they are our first venture in growing plants in these parts.

Yours truly,

A. W. Fry, Gananogue, Ont., May 22, 1918.

Cherry Trees

All varieties listed 2 years old, first-class. 5-7 feet

Each	12	50	100
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Sour.

\$0 60	\$6 00	\$21 00	\$40 00
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Sweet

\$0 75	\$7 50	\$26 00	\$50 00
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SOUR VARIETIES

EARLY RICHMOND—Very hardy and productive. A fast grower and an early bearer. Fruit medium size, bright red, very uniform and of fine quality. July.

LARGE MONTMORENCY—The most popular of sour cherries. Fruit large and about 10 days later than Richmond. Fruit bright red and of unexcelled quality. Immensely productive and a good shipper. July.

SWEET VARIETIES

BLACK TARTARIAN—Fruit large, black, tender, sweet and of unexcelled quality. Tree very vigorous and remarkably productive. Early July.

BING—Fruit large, black, of finest quality and a good shipper. A new variety of exceptional merit. July.

NAPOLEON—One of the largest and best of all sweet cherries. Fruit sweet and pale yellow with bright red cheek. Tree a fine grower and immensely productive. July.

Other varieties not listed above:—**SWEET SCHMIDTS, WINDSOR, YELLOW SPANISH, GOV. WOOD.**

Quince Trees

Price	Each	12
	50c	\$5.00

CHAMPION—Well known and very popular. Fruit large and of excellent quality. Tree vigorous and productive. Early November.

Apricot Trees

Price	Each	12
	50c	\$5.00

ALEXANDER—Fruit large, oblong, orange yellow spotted with red. Tree hardy and productive. Ripens early.

Nut Trees

The past few years has witnessed a remarkable development in the growing of nuts of different kinds. The trees may be planted as orchards, groves or individual trees in the lawn, thereby making a delightful ornamental tree as well as useful and profitable.

CHESTNUT (American Sweet)—A valuable native tree, both useful and ornamental. Nuts sweet and of delicate flavor. **4-5 foot trees each 75 cents.**

CHESTNUT (Japan)—A new variety and valuable. Nut very large and sweet. Bears early and is prolific and very ornamental. **4-5 foot trees each 75 cents.**

FILBERT (English)—This is of the easiest culture, growing 6 to 8 feet high. Very hardy and productive. **2-3 foot trees 50 cents each.**

WALNUT (Black)—A native species of great size and majestic habit. Nuts round, large and of fine quality. **4-6 foot trees \$1.00 each.**

BUTTERNUT—A rapid growing tree and yields large crops in a few years. Very profitable. Nuts oblong, large and rich of flavor. **3-4 foot trees 75 cents each.**

HICKORY—A fine growing tree and produces large quantities of medium sized nuts of finest quality. **4-5 foot trees 75 cents each.**

Everbearing Strawberries, Raspberries and Potatoes

Kindly forward me another 1918 catalogue. I gave mine to a friend that wants to set a lot of fruit. I received the Everbearing Strawberries, also the St. Regis Raspberries and Potatoes, all in good condition and they are growing fine.

Yours truly,

Mrs. Thos. Hunter, Prescott, Ont., July 13, 1918

Ornamental Trees

BIRCH, CUT LEAF WEEPING—Bark silvery white. Tree a vigorous grower, graceful drooping habit and very attractive. Very popular for lawns and parks. 6-38 ft. trees \$1.25 each.

ELM, AMERICAN—Very popular for avenue or park planting. Of majestic habit and makes a beautiful shade tree. 6-8 foot trees, \$1.00 each.

MAPLE, NORWAY—Very handsome in appearance and very popular for park and lawn planting. 6-8ft., \$1.00 each.

MAPLE, SILVER LEAVED—Of rapid growth, large size and rounded form. Foliage bright green above and silvery beneath. Very hardy and easily transplanted. 6-8 foot, \$1.25 each.

TULIP TREE—One of our largest native trees, with large, glossy leaves shaped like a violin, and beautiful tulip like flowers. Very desirable for planting on lawns or where rapid growing trees are desired. 4-6 foot, \$1.50 each.

HORSE CHESTNUT—Well known and very popular for street and lawn planting. 6-8 foot \$1.00 each.

Other Ornamental Trees not listed above:—**MAGNOLIA**, \$1.75 each; **CAROLINA POPLAR**, \$1.00 each; **CATALPA SPECIOSA**, \$1.00 each; **MOUNTAIN ASH**, \$1.00 each; **LINDEN, AMERICAN**, 75 cents each.

Ornamental Shrubs

ALTHEA—Fine, free growing shrub, which can be trained in tree form if desired. Blooms freely in September, very pretty flowers and succeeds everywhere. Four colors, Pink, Purple, Red, White. State your choice. 50 cents each.

HYDRANGEA (Paniculata Grandiflora)—Perhaps the most popular of hardy shrubs. Very large heads of bloom, which are cream color in bud, white when open, changing to pink and bronze with age and brown when frosted. 50 cents each.

LILAC—An old and very popular shrub. Beautiful and fragrant. Three Colors, White Purple and Red. State your choice. Common purple 30 cents each; Named varieties 75 cents each.

SNOWBALL (Japan)—An improvement on the old well known Snowball. Produces many snow-white flowers in large balls during May and June. 65 cents each.

SPIREA (Van Houttei)—Immensely popular, giving a complete mass of drooping white bloom throughout June. 50 cents each.

WEIGELA, ROSEA—An elegant shrub with fine rose-colored flowers, of great compact growth. Blossoms in June. 50 cents each.

Other shrubs not listed above:—**BARBERRY**, 40 cents each; **DEUTZIA**, 50 cents each; **JAPAN QUINCE**, 50 cents each; **SYRINGA**, 50 cents each.

Ornamental Vines

If wanted by mail add 5 cents each

CLEMATIS, HENRYII—Large, single, white flowers. A rapid grower and very popular 60 cents each.

CLEMATIS, JACKMANII—Similar to Henryii except flowers are deep purple. 60 cents each.

CLEMATIS, PANICULATA—Small, single, white flowers borne in large panicles or bunches. A very rapid grower, making a dense, heavy growth. Very popular, especially for verandahs, etc. 50 cents each.

Strawberry Plants and Potatoes.

Your shipment of Strawberry plants and Potatoes arrived in good condition.

Yours truly,

A. Lofquist, Clarkson's Ont., May 18, 1918.

IVY, AMERICAN OR VIRGINIA CREEPER—One of the most popular climbing vines for covering walls, etc. Clings firmly to smooth wall. **50 cents each.**

IVY JAPAN (Ampelopsis Veitchii)—Immensely popular as a climber for walls, covering stumps, rockeries, etc. Foliage a handsome green in summer, changing to crimson in autumn. Very rapid grower. **50 cents each.**

WISTARIA, CHINESE PURPLE—Beautiful climbing vine bearing large clusters of pale blue flowers during the summer. Rapid grower and hardy. We also have the white. **50 cents each.**

Evergreens & Hedges

NORWAY SPRUCE—Too well known for description. Equally good for hedges or planting singly. **18-24 inch, 25 cents each, \$2.00 per 10; 2-3 foot, 50 cents, \$4.50 per 10.**

PRIVET, CALIFORNIA—Rapid and vigorous grower, making a very thick hedge from ground up. Leaves rich green and remain on tree till Christmas. For a moderate price, the best hedge offered. **15-18 inch, 12 cents each, \$1.00 per 10, \$6.00 per \$1.00; 2-3 foot 20 cents each, \$1.50 per 10, \$12.00 per 100.**

JUNIPER, IRISH—Very handsome, compact and uniform. Unexcelled for single planting. A general favorite. **2-3 foot, \$1.00 each.**

AMERICAN ARBOR VITAE, (Cedar)—Well known and very popular. Much used for hedges, singly on lawns or in tubs for porches. **18-24 inch, 25 cents each, \$2.00 per 10; 2-3 foot, 50 cents each, \$4.50 per 10.**

Rose Bushes

If wanted by mail add 5 cents each

Price	Each	12
	60 cents	\$6.50

AMERICAN BEAUTY—Very large and double. Deep pink shaded with carmine. Very fragrant.

ALFRED COLOMB—Very large and full. Brilliant carmine. Very fragrant and popular.

BABY RAMBLER—A dwarf (bush) form of Crimson Rambler and will bloom continuously throughout the summer. Makes a magnificent sight when planted as a hedge. Very popular.

COUQUETTE DES ALPS—White slightly shaded with carmine. A general favorite.

KILLARNEY—Exquisite shade of deep sea-shell pink. Very large flowers and a profuse bloomer.

LA FRANCE—Rich satiny peach color to deep rose. Large and full. Constant bloomer.

MAGNA CHARTA—Pink and carmine. Fragrant, very large and full.

GEN. JACQUEMINOT—Brilliant crimson, large and fine. Beautiful in bud and a general favorite.

PERSIAN YELLOW—Bright yellow, small but handsome. Double, early bloomer and very popular.

RED MOSS—A general favorite on account of the beautiful buds. Invaluable for bouquets.

MRS. JOHN LAING—Soft delicate pink, very fragrant free bloomer and one of the best light pink roses.

RUGOSA ROSE—This class of new and rare roses can be used in so many places that they are almost indispensable. They make sturdy, compact bushes, four to six feet high, which

are very ornamental, owing to their dark, shiny, rich green, leathery foliage. Free from insects and disease. Thrive under almost any conditions and hardy as an oak. Flowers are single, large and fragrant, and bloom throughout the summer. Excellent for hedges or cemetery planting. We have both red and white. Each, **40 cents; \$3.50 per 10.**

CLIMBING ROSES

BALTIMORE BELLE—White and blooms in clusters. Very attractive.

AMERICAN BEAUTY CLIMBER—Wonderful bloomer, over 900 blossoms and buds being counted on one four year old bush. Perfectly hardy and very fragrant. Deep pink.

CRIMSON RAMBLER—Perhaps the most popular of all climbing roses. Vigorous and rapid grower, hardy and very prolific. Blooms are in clusters of a beautiful crimson color and last a long time.

WHITE RAMBLER—Similar to above only white.

YELLOW RAMBLER—Pale yellow. Flowers nearly double.

TREE ROSES

Price \$1.00 each

CRIMSON RAMBLER TREE—Same as climber only in tree form.

FRU KARL DUESCHKI—Pure white.

PERSIAN YELLOW—Tree form.

Bulbous Plants

If wanted by mail add 3 cents each for postage

CANNAS

Price 25 cents each, \$2.25 per 12

HUNGARIA—Pink. Very Popular.

WYOMING—New. Large flowers, bright orange.

BRANDYWINE—Cherry red.

KING HUMBERT—One of the finest. Orange scarlet.

BUTTERCUP—Yellow and very popular.

EXPRESS—Vermillion. Profuse bloomer.

DAHLIAS

Price 25 cents each, \$2.25 per 12

BRUNHILDE—Violet purple. Very fine.

FLORA—Heavy white flower.

KRIEMHILDE—Ivory white and pink.

STANDARD BEARER—Brilliant scarlet.

QUEEN VICTORIA—Clear deep yellow.

MRS. ROOSEVELT—Delicate pink.

DAYBREAK—Soft shell yellow.

PEONIES

Price 30 cents each, \$5.00 per 10.

One great feature in favor of peonies is their hardiness. They require no protection whatever and are practically free from disease and insect pests. They are a very beautiful flower and are tremendously popular. We can furnish any one of the following colors.

DOUBLE—White, pink, crimson.

SINGLE—Pink, red.

JAPAN IRIS

Very popular. Rich colors and easily grown. 35 cents each, \$3.50 per 12.

PHLOX

Well known and very popular. 25 cents each \$2.50 per 12.

LILY OF THE VALLEY

A well known favorite. 15 cents each, \$1.25 per 12. If sent by mail add one cent each for postage.

Plants by Parcel Post

Mail parcels of plants, of all kinds have to be forwarded by Parcel Post.

It is impossible to give the exact weight of any order till it is packed, as plants vary so much in weight. For instance, some varieties of Strawberry plants are very much larger than some other sorts, the same is true of Raspberry and other plants.

We are, therefore, giving below the approximate weight of the different species of plants, etc., and also the Parcel Post rates for the different provinces. By referring to these rates you can easily calculate the amount of postage to send.

Be sure to send enough postage, and if you send more than is required, all that is left, after stamping your package will be returned to you. We will not keep one cent more than the actual cost.

All postage on Plants, etc., must be prepaid, except collections on page 25.

Parcel Post Rates

Parcel Post Rates on Parcels Mailed in Province of Ontario. Rate Card C.

Addressed to	lbs.—	1	2	3	4	5	6	7	8	9	10	11
Any post office within 20 miles including place of mailing		.05	.06	.07	.08	.10	.12	.14	.16	.18	.20	.22
Any post office beyond 20 miles but within the Province of Ontario		.10	.14	.18	.22	.26	.30	.34	.38	.42	.46	.50
Any post office in Quebec or Manitoba		.10	.16	.22	.28	.34	.40	.46	.52	.58	.64	.70
Any post office in Saskatchewan or Maratime Provinces		.12	.20	.28	.36	.44	.52	.60	.68	.76	.80	.92
Any post office in Alberta		.12	.24	.34	.44	.54	.64	.74	.84	.94	1.04	1.14
Any post office in British Columbia		.12	.24	.36	.48	.60	.72	.84	.96	1.08	1.20	1.32

Estimated weight of plants packed for shipment.

100 Strawberry Plants	4 lbs.	12 Gooseberry Bushes	4 lbs.
12 Blackberry Plants	2 lbs.	12 Grape Vines	3 lbs.
12 Raspberry Plants	2 lbs.	12 Rhubarb Roots	4 lbs.
12 Currant Bushes	3 lbs.	100 Asparagus Roots	6 lbs.

What is nicer than having your own fruit of all kinds

Fruit Collections

The following collections are made up with the idea of saving a little money and also to help those not sure of just what they want to plant. If you want a few fine quality berries for a small family buy Collection "A". For a larger family Collection "B". Collection "C" is fine for those who want to preserve some besides having some to sell to more than pay for plants and labor. It also contains 25 plants of Progressive Everbearing. Collection "D" is excellent for those who want a general assortment of small fruits. Collection "E" contains five apple trees of splendid varieties. Collection "F" will give you a splendid collection of the general varieties of Fruit Trees.

The following Collections are sent by Parcel Post or Express as noted in each Collection, and **all postage or express charges are paid by us.** This saves you the trouble of figuring the postage or express charges. Remember that only these collections are prepaid. All other prices in the catalogue are f.o.b. Port Burwell, the purchaser paying the transportation charges.

COLLECTION "A"

Home garden collection. Early to late. **Postpaid everywhere in Canada.**

100 plants.

25 Early Woodrow
25 Sen Dunlap
25 Arnout
25 Stevens Late

PRICE \$1.50

COLLECTION "D"

General Assortment of Small Fruits. Just the thing for a family. **Express charges prepaid anywhere in Canada.**

100 Golden Gate Strawberry
100 Asparagus Roots
4 Black Victoria Currants
2 Concord Grapes
4 Cherry Red Currants
12 Plum Farmer Raspberry
12 Cuthbert

PRICE \$6.00

COLLECTION "B"

Home garden collection for large family. Early to late. **Postpaid anywhere in Canada. 250 plants.**

50 Ey. Giant
50 Sen. Dunlap
50 President
50 Golden Gate
50 Stevens Late

PRICE \$3.25

COLLECTION "E"

Apple Tree collection of splendid varieties. **Express charges prepaid anywhere in Canada.**

1 Yellow Transparent
1 Fameuse (snow)
1 Baldwin
1 McIntosh
1 Tolman Sweet

PRICE \$2.60

COLLECTION "C"

Berries all season for large family; also some to preserve and to sell to pay for plants and labor. **Express charges paid anywhere in Canada.**

100 Arnout
100 Golden Gate
100 President
100 First Quality
100 McAlpine
25 Progressive

PRICE \$6.50

COLLECTION "F"

General Fruit Tree collection. **Express charges prepaid anywhere in Canada.**

PRICE \$3.00

3 Apple trees, any 3 varieties you wish.
3 Pear Trees, any 3 varieties you wish.
3 Plum Trees, any 3 varieties you wish.
3 Cherry Trees, any 3 varieties you wish.
2 Peach Trees, any 2 varieties you wish.
1 Crab Apple Tree, any variety you wish.

BERRY BOXES, CRATES, FRUIT BASKETS, Etc.

We are in a position to supply our customers with the different lines of **Berry Boxes; 24 or 27 quart Berry Crates; 11 quart and 6 quart Fruit Baskets, etc.** We ask no advance on prices for these but handle them for the convenience of our customers. Write us for prices if interested.

Excellent Condition.

We received the shipment of Raspberry and Strawberry Plants in excellent condition. We planted them and they are growing fine and am well pleased.

Yours truly,

I. S. Kolb, Kitchener, Ontario.

Nothing More Could be Desired

Your shipment of Strawberries arrived in excellent order. Nothing more could be desired.

Yours truly,

J. H. Davey, Larchwood, Ont., Oct. 18, 1918

PRICE LIST OF McCONNELL'S STRAWBERRY PLANTS

(Note:—This 1919 Price List cancels all previous prices.)

Instructions for Determining the Cost of Plants.

Beneath the varieties in each column is a complete scale of prices which applies separately to each variety. If plants are wanted of more than one variety, figure each variety separate. For example 200 Parsons Beauty would cost \$1.80 but 100 Parsons Beauty would cost \$1.10 and 100 President would cost \$1.00. In other words do not combine varieties to secure a cheaper rate. 500 or more plants are sold at the 1000 rate.

NOTE:—5 per cent discount allowed on orders amounting to \$25.00 and over, and 10 per cent on \$50.00 or over, providing full payment reaches us before shipment.

The prices below are for plants by express or parcel post, not prepaid. If plants are to be sent by parcel post, refer to "Parcel Post Rates" on page 24.

Those varieties marked with an asterisk (*) are not sold in larger quantities than 250 plants.

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5	Express Shipments
Arnout	Brandywine	Dr. Burrill	*Amanda	GRAND PRIZE	All prices are quoted F.O.B. our shipping point. When plants go by express do not send any money unless you wish them prepaid, in which case forward sufficient to pay charges and we will return surplus if any.
Crescent	First Quality	Early Giant	*Billy Sunday	Number One	
President	Golden Gate	Early Woodrow	*Baltimore		Parcel Post Shipments
Saratoga	*Hundred Dollar	F. E. Willard	Charles I.	FALL-BEARING	
Sen. Dunlap	Orem	*Grand Marie	*Ford	VARIETIES	If plants are to be forwarded by parcel post, sufficient money must be sent as per table on page 24 to pay postage.
Stevens Late	*Sample	Helen Davis	Gold Mine	Americus	
Three W's.	Wm. Belt	Hub	*Heritage	Progressive	
Warfield	Parsons Beauty	Lady Corneille	*La Bon	Superb	
Williams Improved	Pocomoke	McAlpine	New Discovery	*Forward	
	Glen Mary	Magic Gem	Premier		
	*King Edward	Paul Jones	York		
	*Rewastico	Prize	*Pearl		
			*Warrior		
			*Black Beauty	12 Plants\$ 60	
25 Plants\$ 40	25 Plants\$ 60	25 Plants\$ 60	25 Plants\$ 75	25 Plants 1 00	
50 Plants 60	50 Plants 1 00	50 Plants 1 00	50 Plants 1 25	50 Plants 1 75	
75 Plants 80	75 Plants 1 25	75 Plants 1 25	75 Plants 1 65	75 Plants 2 50	
100 Plants 1 00	100 Plants 1 50	100 Plants 1 50	100 Plants 2 00	100 Plants 3 00	
150 Plants 1 30	150 Plants 1 80	150 Plants 1 80	150 Plants 2 40	150 Plants 4 20	
200 Plants 1 60	200 Plants 2 10	200 Plants 2 10	200 Plants 2 75	200 Plants 5 20	
250 Plants 1 90	250 Plants 2 50	250 Plants 2 50	250 Plants 3 25	250 Plants 6 10	
300 Plants 2 15	300 Plants 2 85	300 Plants 2 85	300 Plants 3 60	300 Plants 6 90	
350 Plants 2 30	350 Plants 3 20	350 Plants 3 20	350 Plants 4 00	350 Plants 7 70	
400 Plants 2 60	400 Plants 3 50	400 Plants 3 50	400 Plants 4 50	400 Plants 8 50	
450 Plants 2 80	450 Plants 3 75	450 Plants 3 75	450 Plants 4 70	450 Plants 9 25	
500 Plants 3 00	500 Plants 4 00	500 Plants 4 00	500 Plants 5 00	500 Plants 10 00	
1000 Plants 6 00	1000 Plants 8 00	1000 Plants 8 00	1000 Plants 10 00	1000 Plants 20 00	

Our No.

Please Use This Order Sheet

Booked

H. L. McConnell & Son

Wholesale Fruit, Plant and Seed Potato Growers

PORT BURWELL

ONTARIO, CANADA

Please Forward to:

Name R. R. N^o.

Post Office P. O. Box.....

Express Office _____

Ship by On or about 1919
(Parcel Post or Express)

Total amount enclosed Date of Order

Write name and address plainly and fill all blanks correctly. Always state how goods shall be sent. Attach price to each article and add up accurately.

[illegible]

McCONNELL'S GRAND PRIZE

We fully believe this to be the finest June bearing strawberry that we have ever grown, it is becoming immensely popular and, we believe, will soon become one of the standard sorts for this country. The many very enthusiastic reports we receive about this grand berry only strengthens our already wonderful experience. For health, vigor of plant growth, productiveness, fruiting habit, size and appearance of fruit it is a marvel. The quality of fruit cannot be surpassed and for shipping it is first class. Our sale of plants of this wonderful berry last year was remarkable and we anticipate a much heavier sale of plants of this variety the coming season. We would advise you to place your order early.

THE DIFFERENCE BETWEEN STANDARD AND EVER-BEARING VARIETIES

THE STANDARD VARIETIES fruit only in the spring and early summer and plants of the standard varieties should not be allowed to fruit the same season they are set. In other words, plants of standard varieties that are set the coming spring should not be allowed to fruit until the following spring.

THE EVERBEARING VARIETIES which are set this coming spring will fruit heavily during the coming fall and the second year will give a remarkable crop from June to November except for a short period during July.

We make this explanation so that our customers will not confuse the Standard varieties with the Everbearing sorts when making out their order.

HIGH PRICES OF STRAW-BERRIES AND OTHER FRUITS

You can well remember when Strawberries sold at 6 to 10 cents per box and other fruits in proportion. The past season Strawberries sold readily at from 18 to 30 cents per box, Raspberries 20 to 30, Currants 15 to 30, Cherries \$1.50 to \$3.00 per basket, etc. Indications are that prices cannot decline very much for some time and this means a greater profit to growers. The same applies to those who have to buy their fruit and which is a considerable item in their expense bill. We have been compelled to raise our prices slightly on some lines, but in no comparison to the great increase in the price of fresh fruit.

The present high cost of fruit should be a great incentive to all who can grow their own fruit and it should also greatly encourage those who grow berries for market, to increase their plantings.

A few dollars invested in McConnell's Plants, etc., will certainly prove a highly profitable investment.

SMALL OUTLAY TO START

Little money is needed in making a home strawberry garden. The only cash outlay is for plants, so be sure you get some good ones. We can furnish you with enough plants for a few dollars, according to size of your garden. If you are undecided about the proper varieties, we will be glad to advise you.

SUPPLEMENT YOUR SALARY

The work is healthy, pleasant and can be done at odd chances. To the man who works in an office all day, it will be an especial pleasure to get out in the garden and make money while he takes his much-needed exercise. A strawberry or small fruit garden offers the best possible chance for a man with a little land to supplement his salary. You can sell fancy berries at a good price anytime and with a little common sense and good plants you can grow fancy berries and make some extra money. Let us help you.

\$800.00

The above is not an unusual amount to be made from one acre of Strawberries. One customer wrote us that he sold over 4000 boxes of berries last summer from one acre. These figured at 20 cents per box, which is perhaps below the average, would realize \$800.00. This is only one example and in many cases larger yields are reported. Ask yourself, what could you plant that would give you a better profit per acre. To insure big crops and large profits it is necessary to set good plants, and remember the caring for a patch of poor plants entails just as much labor and expense. You cannot afford to experiment with other plants just because they are offered to you at a trifle lower cost.

WOMEN BERRY GROWERS

Women play no little part in the Strawberry industry. Often they help in picking. They prepare the fruit for the table, make the preserves and syrup from the berries. In many cases the berry fields are managed by them from start to finish and they are making good at it. The women of our country are worthy of a great deal of praise for the wonderful work they have been doing, not only in war work, but in the home gardening, and also preparing eatables for the families. Canada is being congratulated and is justly proud in the way the women have helped during the terrible ordeal just ended.

Our lady customers are among our most successful customers in raising strawberries and we can assure you them that we will do everything possible to help them get started with their strawberry garden.

More Than Pleased

I received your Strawberry plants all O.K. They are fine plants and the Grand Prize do look fine and I thank you for the good way you pack the plants for to ship, and the way I received them.

Yours truly,

H. N. Lehman, Beaverton, Ont., May 15, 1918

McConnell's Plants Highly Recommended

Kindly forward me one of your catalogues. A friend of mine who got Strawberry Plants from you, recommended them so highly that I thought I would like to get from you too.

Yours truly,

Mrs. Julia Shipley, Dutton, Ontario.



"WILLIAMS IMPROVED"